



Request for Decision

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| Title | Public Sponsorship Policy |
| Summary | The Public Sponsorship Policy establishes a comprehensive framework for both incoming sponsorships (support received by the County) and outgoing sponsorships (County support to external organizations), ensuring sponsorships are managed consistently, transparently, and in alignment with County values while protecting the public interest and strengthening community partnerships. |
| Recommended Motion | That the Public Sponsorship Policy be approved as presented. |
| Previous Council Direction | <p><u>February 5, 2026 Governance and Council Services Committee Meeting</u> Motion 5/26: That the Public Sponsorship Policy be recommended to Council for approval.</p> <p>Motion 6/26: That the Public Sponsorship Administrative Directive be received as information.</p> <p><u>May 16, 2022 Regular Council Meeting</u> Motion 210/23: That Council direct Administration to prepare amendments to the Public Relations Policy that establishes criteria for how requests to Sturgeon County for sponsorship are to be budgeted for, considered, and acknowledged.</p> |
| Background Context | <ul style="list-style-type: none"> • Sturgeon County currently engages in both incoming sponsorship activities (receiving support from external sponsors for County events, programs, and assets) and outgoing sponsorship activities (providing support to community organizations and events). • The County does not have a comprehensive policy governing these arrangements, creating potential inconsistency in decision-making, unclear approval authorities, and risk exposure. • This policy establishes clear definitions distinguishing sponsorships from grants, donations, procurement, and advertising sales. • Council retains approval authority for any sponsorship involving naming of entire County-owned facilities or major assets, regardless of value. • The policy includes eligibility criteria, risk assessment requirements, formal agreement standards, and annual reporting obligations to ensure transparency and accountability. |

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| | <ul style="list-style-type: none"> • A complementary Administrative Directive, to be approved by the Chief Administrative following Council’s approval of the policy, will guide Administration in implementing applying approval thresholds, sponsorship procedures, risk screening, and documentation requirements. • The draft Public Sponsorship Policy was presented at the February 5, 2026 Governance and Council Services Committee meeting for Committee review and input. The Committee recommended that Council approve the Policy. |
| <p>Financial Implications of Recommended Motion</p> | <ul style="list-style-type: none"> • There is no direct financial impact from policy approval; the policy establishes a framework for managing existing sponsorship activities. • Outgoing sponsorship expenditures will continue to be subject to annual budget approval and departmental allocations. • Incoming sponsorships may generate revenue or in-kind support for County programs, events, and assets, providing opportunities to offset costs or enhance service delivery. • The approval thresholds and risk assessment requirements of the complementary Administrative Directive will strengthen financial controls and ensure appropriate oversight of sponsorship commitments. |
| <p>Other Implications of Recommended Motion</p> | <p><u>Bylaw, Policy, Master Plan, and Legislative Alignments</u></p> <ul style="list-style-type: none"> • <i>The Municipal Government Act</i> grants municipalities broad authority to enter into agreements and partnerships that serve municipal purposes and public interest. • The policy coordinates with the Council Public Relations Policy, clarifying that sponsorship arrangements initiated through Public Relations activities are subject to this policy's approval thresholds and risk assessment requirements. • The policy references the Procurement Policy to ensure sponsorships are distinguished from procurement contracts and managed under appropriate frameworks. • Compliance with Alberta's <i>Protection of Privacy Act</i> (POPA) is embedded in policy requirements for handling sponsor and recipient information. <p><u>Council’s Strategic Direction</u></p> <ul style="list-style-type: none"> • Collaborative Governance – The policy supports transparent, accountable decision-making. • Thriving Communities – By establishing a framework for outgoing sponsorships, the policy enables the County to support community events, programs, and initiatives that deliver broad public benefit. |

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- **Operational Excellence** – Incoming sponsorship opportunities can supplement County resources and enhance program delivery while maintaining appropriate oversight and brand protection.

Organizational Initiatives, Capacity, and Process Impacts Yes No

- Implementation will require Administration to develop sponsorship application forms, agreement templates, and a centralized tracking system.
- Moderate initial staff time investment is estimated to create templates, establish the central sponsorship register, and conduct internal training on policy requirements.
- Ongoing capacity impacts are moderate; departments will assess sponsorship requests using risk assessment tools, prepare agreements, and track deliverables.
- The policy clarifies roles and reduces ambiguity, which should improve efficiency over time and reduce ad hoc decision-making.

Public or Internal Service Level Impacts Maintain Increase Decrease

- Service levels are increased through the expanded opportunity for sponsorship activities under a consistent, transparent framework.
- Incoming sponsorships may enhance programs and events through external support, potentially increasing community benefit.

External Stakeholder Impacts Yes No

- Community organizations and event organizers seeking County sponsorship will benefit from clear eligibility criteria, defined application processes, and transparent decision-making.
- External sponsors (businesses, organizations) interested in supporting County initiatives will have a formal framework for partnership, including recognition standards, and agreement terms.
- Residents will benefit from increased transparency through annual public reporting on all sponsorship activities, values, and outcomes.
- No direct consultation with external stakeholders was conducted during policy development; the policy establishes processes for managing future requests.

Risk or Legal Considerations Yes No

- Reputational risk mitigation: The complementary Administrative Directive includes mandatory risk screening for all sponsorships above \$5,000, assessing sponsor suitability, conflicts of interest, and potential for reputational harm.

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| | <ul style="list-style-type: none"> • Legal protection: All sponsorship agreements must include termination clauses, indemnification provisions, and clear statements that County participation does not constitute product/service endorsement. • Conflict of interest: The complementary Administrative Directive excludes sponsors/recipients that create conflicts under applicable legislation or County codes of conduct. • Brand and asset protection: Incoming sponsorships require County review and approval of logo usage and branding prior to publication, with compliance standards for all recognition. |
| Communication Measures | <p>Legislated requirements? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Completed communications or engagement</p> <ul style="list-style-type: none"> • Internal engagement was completed with departments/leadership to review policy framework, approval thresholds, and implementation requirements. <p>Future communications or engagement planned? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <ul style="list-style-type: none"> • Internal engagement will be undertaken with affected areas of the organization to implement the policy framework, approval thresholds, and implementation requirements. |
| Next Step(s) If Recommended Motion Supported | <ol style="list-style-type: none"> 1. Obtain Mayor and CAO signatures on the Policy (Legislative & Legal Services, March 2026). 2. Post the approved Policy to the County website (Communications & Engagement Services, March 2026). |
| Alternatives and Implications | <p>Council could decline to approve the Policy.</p> <p>Implications:</p> <ul style="list-style-type: none"> • Should Council decline to support the policy, the County would continue managing sponsorships without a comprehensive framework in place; this could enable inconsistent decision-making and unclear approval authorities. • Risk exposure remains elevated without mandatory risk screening, formal agreements, or termination provisions. • Lack of transparency and accountability continues, with no standardized reporting or public disclosure of sponsorship activities. • Potential conflicts of interest, reputational risks, and brand misuse are not systematically addressed. <p>Council could direct Administration to review and address policy direction based on the feedback provided.</p> <p>Implications:</p> <ul style="list-style-type: none"> • Should Council provide additional direction to be incorporated into the policy, Administration may need additional time to consider and address feedback. |

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| Attachment(s) | 1. Attachment 1: Public Sponsorship Policy |
| Administrative Review | Trenna Benesocky, Chief of Staff Josephine Mah, Manager, Communications and Engagement Services Jennifer Lavallee, Director, Communications and Strategic Services Mark Morrissey, Director, Economic Innovation and Growth Services Sabrina Duquette, Manager, Corporate Finance and Treasury Services Andrew Hayes, General Manager, Financial Services and Chief Financial Officer Jesse Sopko, Manager, Legislative and Legal Services Travis Peter, Chief Administrative Officer (CAO) |